

# **Exhibit A**

**In the Matter Of:**

*USA vs*

*Google*

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*ERIC HOCHBERGER*

*September 22, 2023*

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1 UNITED STATES DISTRICT COURT  
2 FOR THE EASTERN DISTRICT OF VIRGINIA  
3 ALEXANDRIA DIVISION  
4

5 UNITED STATES OF AMERICA, et al,) )  
6 Plaintiff, )No.  
7 vs. )1:23-cv-00108  
8 )-LMB-JFA  
9 GOOGLE, LLC, )  
10 Defendant. )  
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12

13 \*\*\* HIGHLY CONFIDENTIAL \*\*\*

14 VIDEOTAPED DEPOSITION OF ERIC HOCHBERGER

15 Fort Lauderdale, Florida

16 Friday, September 22, 2023

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23 Reported by:  
24 LISA M. MURACO  
25 JOB NO. 911742

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3  
4 Q. Do you have an approximation of how  
5 much of your annual revenue comes from dealing  
6 with Google?  
7  
8  
9

10 [Redacted]

11 [Redacted]

12 Q. Okay.

13 [Redacted]

14 [Redacted]

15 [Redacted]

16 Q. What are your other sources of  
17 revenue for Mediavine outside of Google?  
18

19 [Redacted]

20 [Redacted]

21 [Redacted]

22 [Redacted]  
23  
24  
25

1 or product about managing ads?

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What are those products?

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A. So a lot of these don't have, like, formal names. But I'll just call them, like, our script wrapper or our on-page code that helps kind of serve up the ads and manage things like the auctions.

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And then we have back-end technology called the Mediavine Exchange, our S-to-S solution that does the actual auction of the bids. Those would be our proprietary technologies.

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Q. And then does Mediavine use any other external platforms or products in servicing ad management for your clients?

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Redacted

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22

What platforms do you use the most?

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24

Let's start there. Outside platforms, this is.

25

Redacted

1 [Redacted]

2 [Redacted]

3 Q. Okay.

4 Let's start the list then, okay?

5 [Redacted]

6 [Redacted]

7 [Redacted]

8 [Redacted]

9 [Redacted]

10 [Redacted]

11 [Redacted]

12 [Redacted]

13 [Redacted]

14 [Redacted]

15 [Redacted]

16 [Redacted]

17 [Redacted]

18 [Redacted]

19 [Redacted]

20 [Redacted]

21 [Redacted]

22 [Redacted]

23 [Redacted]

24 [Redacted]

25 [Redacted]

1 [REDACTED]

2 [REDACTED]

3 [REDACTED]

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9 Q. So are you familiar then with the  
10 term DFP or DoubleClick for Publishers?

11 A. Yes.

12 Q. And so, when you use the term Google  
13 Ad Manager, does that include what I think most  
14 people call DFP?

15 A. Yes, that's the former name. DFP  
16 was rebranded to Google Ad Manager.

17 Q. Do you refer to Google Ad Manager  
18 ever as GAM, G-A-M?

19 A. We do.

20 Q. Just approximately, when did Google  
21 rebrand DFP as GAM?

22 A. I don't recall the exact date.  
23 Probably within the last five years.

24 Q. Did you -- by you, I really mean  
25 Mediavine, is what I mean -- did Mediavine use